

19
63CELEBRATING
55 YEARS

nerej

Hair Seaport to open at the Superette

March 31, 2023 - Retail



Boston, MA Hair Seaport, a new salon concept, is now open at Seaport's newest retail and dining destination, The Superette. With Hair Seaport, co-owner Andrew Alicea expands his presence in Seaport, adding to his neighborhood institution, Seaport Barbers.

Hair Seaport is a modern salon concept that provides a personalized experience to each client by offering a spectrum of services to cater to everyone's styling needs. Hair Seaport's full-service salon menu includes color, cut, and styling by a team that features New England's top and best emerging talent, along with Andrew, a master stylist with over 20 years of experience in the industry. Complementing its hair services, the salon also features eyebrow specialist Diandra Leigh Dente of DLD Brows. Diandra offers brow shaping as well as microblading, threading, and her signature form of micropigmentation that she calls "flowy brows."

“We are so excited to welcome Hair Seaport to The Superette and to partner with Andrew in expanding his hair empire across the neighborhood.” says Ariel Foxman, General Manager, Boston Seaport by WS Development.

Hair Seaport is located at The Superette, 74 Pier 4 Blvd. (between Framebridge and Rag & Bone).

“In 2017, I came to Seaport with my first barbershop. Five years later, I could not be more thrilled to open the doors to another exciting concept and welcome the community to Hair Seaport,” said Andrew Alicea. “When I first stepped into the space at The Superette, my intentions were to open another barbershop. However, the space had an entirely different vibe and felt more like a salon than a barbershop. In that moment, Hair Seaport was born. The project is also extra special to me as I conceptualized and co-own it with my son, Andrew Alicea Jr. Hair Seaport is a family business that we’re so excited to debut in the neighborhood.”

Hair Seaport boasts a modern and stylish interior, creating a relaxed and comfortable atmosphere for clients to experience its services. Designed by Kyle Barker of Boston’s Primary Projects, the elegant, refined space is anchored by a curved wood display that brings warmth to each area, where every salon chair is punctuated with tall, arched mirrors and soft, contemporary lighting.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540